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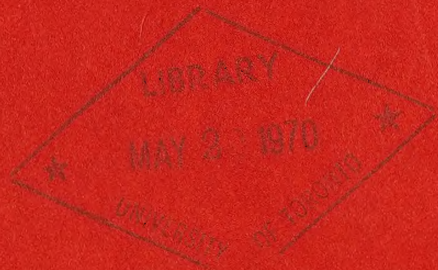
REPORT NO. 43

ONTARIO

TOURIST ESTABLISHMENT OCCUPANCY

JANUARY AND JULY, 1969

Travel research branch



THE ONTARIO DEPARTMENT OF TOURISM AND INFORMATION

Hon. James Auld, Minister

A.S. Bray, Deputy Minister

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Travel Research Branch

Director, Peter Klopchic, Ph.D.

THE ONTARIO DEPARTMENT OF TOURISM AND INFORMATION

Parliament Buildings
Toronto, Ontario

March, 1970


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Average Total Occupancy of Tourist Establishments
 By Type of Establishment
 According to Number of Rental Units Available
 a) 30 or More Rental Units
 b) 29 or Less Rental Units
 In Per Cent - Districts I - 10

Page

TABLES V to XXIV

District 1:	Comprised of Vacation Areas:	16-17
	No. (1) Essex-Kent	
	(2) Lambton-Sarnia	
	(3) Central Erie	
	(4) Mid-Western	
District 2:	Comprised of Vacation Areas:	18-19
	No. (19) Grey-Bruce	
District 3:	Comprised of Vacation Areas:	20-21
	No. (5) Niagara-Iroquoia	
District 4:	Comprised of Vacation Areas:	22-23
	No. (6) Metropolitan	
	(9) Great Pine Ridge	
District 5:	Comprised of Vacation Areas:	24-25
	No. (7) Huronia-Lake Simcoe	
	(18) Muskoka	
District 6:	Comprised of Vacation Areas:	26-27
	No. (8) Kawartha Lakes	
	(17) Highlands of Haliburton	
District 7:	Comprised of Vacation Areas:	28-29
	No. (10) Bay of Quinte	
	(11) Hastings	
	(12) Rideau Lakes - 1000 Islands	
	(13) Seaway Valley	
District 8:	Comprised of Vacation Areas:	30-31
	No. (14) Lower Ottawa Valley	
	(15) Upper Ottawa Valley	
	(16) Madawaska Valley	
District 9:	Comprised of Vacation Areas:	32-33
	No. (20) Parry Sound	
	Almaguin Highlands	
	Georgian Bay	
	(21) Algonquin Park	
	(22) Nipissing	
	(23) Sudbury	
	(24) Manitoulin	
	(25) Algoma	
	(26) Golden Route - 101	
	(27) Timiskaming	
	(28) James Bay Frontier	
District 10:	Comprised of Vacation Areas:	34-35
	No. (29) Upper Lake Superior	
	(30) Rainy River	
	(31) Lake of the Woods	
	(32) Patricia	

APPENDIX 1

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Sampling Card

SAMPLING METHOD

Our purpose was to calculate the occupancy of all types of tourist establishments in Ontario during the months of January and July, 1969. Approximately 10 per cent of all establishment types in each vacation area (excluding campsites), licensed by the Ontario Department of Tourism and Information and the Liquor Licence Board of Ontario, were randomly selected according to "probability proportional to size".

Sampling cards were prepared by the Travel Research Branch for each of the selected establishments, one covering the month of January and another covering the month of July. (See Appendix I.) The field staff of the Tourist Development Branch transmitted the sampling cards to selected tourist establishments in each vacation area. At designated intervals, establishment operators completed the cards and mailed them directly to the Travel Research Branch where they were tabulated and analysed.

The basic description of the contacted establishment was given on each card. In addition, provision was made for three basic data on which the sample was based:

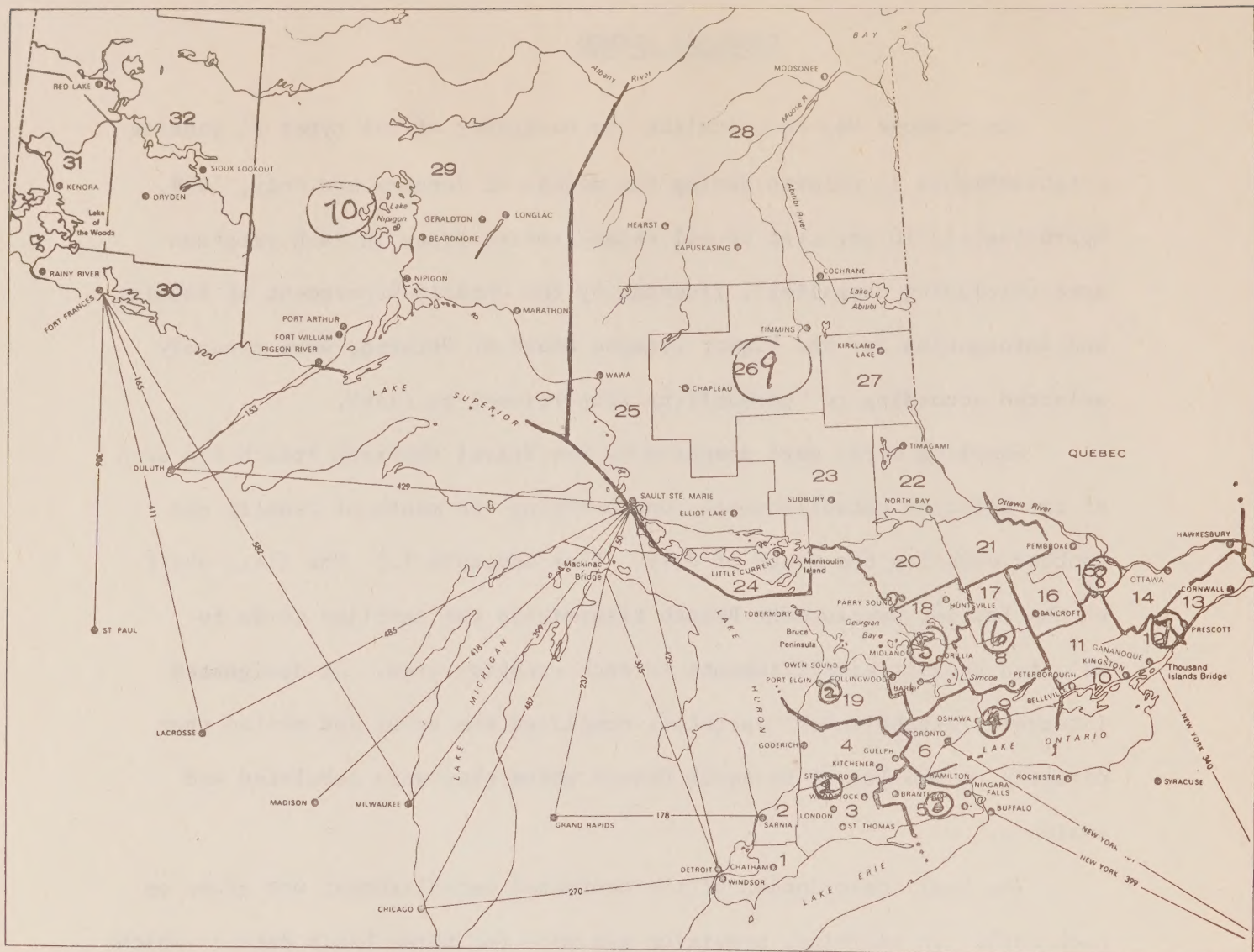
- a) total number of rental units available
- b) number of rental units occupied
- c) selected weeks (in rotation)

Additional information concerning the method of sampling may be obtained from the Travel Research Branch, the Ontario Department of Tourism and Information, 185 Bloor Street East, Toronto 285, Ontario.

ONTARIO VACATION AREAS

AND

SAMPLING DISTRICTS



SAMPLING DISTRICTS

DISTRICT 1:

- (1) Essex-Kent
- (2) Lambton-Sarnia
- (3) Central Erie
- (4) Mid-Western

DISTRICT 2:

- (19) Grey-Bruce

DISTRICT 3:

- (5) Niagara-Iroquoia

DISTRICT 4:

- (6) Metropolitan
- (9) Great Pine Ridge

DISTRICT 5:

- (7) Huronia-Lake Simcoe
- (18) Muskoka

DISTRICT 6:

- (8) Kawartha Lakes
- (17) Highlands of Haliburton

DISTRICT 7:

- (10) Bay of Quinte
- (11) Hastings
- (12) Rideau Lakes-1000 Islands
- (13) Seaway Valley

DISTRICT 8:

- (14) Lower Ottawa Valley
- (15) Upper Ottawa Valley
- (16) Madawaska Valley

DISTRICT 9:

- (20) Parry Sound
- (21) Algonquin Pk.
- (22) Nipissing
- (23) Sudbury
- (24) Manitoulin
- (25) Algoma
- (26) Golden Rou
- (27) Timiskamin
- (28) James Bay

DISTRICT 10:

- (29) Upper Lake Superior
- (30) Rainy River
- (31) Lake of the Woods
- (32) Patricia

ONTARIO TOURIST ESTABLISHMENT OCCUPANCY, 1969

To determine if the number of available rental units had any influential effect on the occupancy index, the detailed breakdown of establishments by category:

- a) 30 or more rental units
- b) 29 or less rental units

was repeated in 1969. Again, results indicated that the average occupancy index for each type of establishment for all Ontario tourist establishments was higher when 30 or more rental units were available.

The sample provided for the tabulation of a wide range of rental units and types of establishments, with the exception of campsites. Due to their poor representation in preceding years, campsites were eliminated from the report. Failure to respond, or the remittance of incomplete information was responsible for the final processing of less than 10 per cent of the sample and, in some instances, created a less than valid index.

It is expected that an occupancy survey of tourist establishments in Ontario will be undertaken yearly during the months of January and July, and that a new sample will be selected each year.

The following tables include all occupancy indices, expressed in per cent, for each type of establishment by District* and totals for the province, with comparable figures for 1967 and 1968, where available.

Tables I and II show the occupancy of all types of tourist establishments in Ontario by District* for the months of January and July, 1969.

Average total occupancy for the month of January, 1969 was 49 per cent as compared to 46 per cent obtained in 1968 and 1967. For July, the average total occupancy was 67 per cent in 1969, 70 per cent in 1968 and 68 per cent in 1967. Examination by establishment type revealed that during July (with the exception of hotels and cabins) occupancy was lower in 1969 than in 1968, a reversal of the comparison of results in 1968, indicating perhaps those visitors whose preferential interests lay in touring the province rather than long-term visitors who would patronize lodges and cottages.

*Refer to Index for composition of Districts.

Tables III and IV, in which all establishments were divided into groups showing

- a) those with 30 or more rental units
- b) those with 29 or less rental units

revealed a higher occupancy in group (a) during 1969 and 1968 - an important factor which could influence policy with regard to tourist establishment development in the future. Indices for these groups by type of establishments are shown for the month of January, in Table III and for July, in Table IV.

Tables V to XXIV refer to the 10 Districts into which the 32 vacation areas were grouped to indicate more clearly the variation of establishment occupancies for statistical purposes.

Two tables were prepared for each of the 10 Districts. The first shows occupancy by establishment type during January 1968 and 1969 and compares the average occupancy of those establishments having more than 30 rental units and those having less than 29 units available during January 1968 and 1969.

The second table shows similar data for July and includes the average total occupancy by establishment type for July 1967.

Although the average total occupancy by establishment type was higher for larger establishments, a closer study of the individual Districts showed some preference for smaller establishments.

Therefore, in order to reach a more authoritative conclusion, it would seem advisable to continue focusing attention on the two groups during 1970.

S U M M A R Y T A B L E S

SUMMARY OF TOURIST ESTABLISHMENT OCCUPANCY BY SELECTED DISTRICT
AND TYPE OF ESTABLISHMENT IN PER CENT - January, 1969

TABLE I

VACATION AREAS	% Response	Total	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel Lodge	Cottage	Cabin	Other
(1) Essex-Kent	84							
(2) Lambton-Sarnia	78							
(3) Central Erie	52							
(4) Mid-Western	84							
Average Group Occupancy District (1)		53	60	40	38	n/a	n/a	n/a
(19) Grey-Bruce	70							
Average Group Occupancy District (2)		46	22	58	55	44	n/a	n/a
(5) Niagara-Iroquoia	93							
Average Group Occupancy District (3)		31	32	84	29	n/a	n/a	0
(6) Metropolitan	94							
(9) Great Pine Ridge	100							
Average Group Occupancy District (4)		68	70	80	50	n/a	n/a	8
(7) Huronia-Lake Simcoe	87							
(18) Muskoka	100							
Average Group Occupancy District (5)		48	52	49	48	21	n/a	5
(8) Kawartha Lakes	100							
(17) Highlands of Haliburton	100							
Average Group Occupancy District (6)		39	50	40	35	8	n/a	n/a
(10) Bay of Quinte	89							
(11) Hastings	100							
(12) Rideau Lakes - 1000 Islands	73							
(13) Seaway Valley	75							
Average Group Occupancy District (7)		34	34	35	33	n/a	n/a	n/a
(14) Lower Ottawa Valley	43							
(15) Upper Ottawa Valley	57							
(16) Madawaska Valley	33							
Average Group Occupancy District (8)		49	46	59	50	n/a	n/a	n/a
(20) Parry Sound								
Almaguin Highlands								
Georgian Bay	100							
(21) Algonquin Park	n/a							
(22) Nipissing	100							
(23) Sudbury	100							
(24) Manitoulin	100							
(25) Algoma	64							
(26) Golden Route -101	100							
(27) Timiskaming	100							
(28) James Bay Frontier	100							
Average Group Occupancy District (9)		47	49	57	43	14	n/a	0
(29) Upper Lake Superior	61							
(30) Rainy River	60							
(31) Lake of the Woods	67							
(32) Patricia	67							
Average Group Occupancy District (10)		36	44	76	22	6	n/a	n/a
AVERAGE TOTAL OCCUPANCY 1969		49	54	59	38	14	n/a	25
AVERAGE TOTAL OCCUPANCY 1968		46	49	59	39	17	n/a	54
AVERAGE TOTAL OCCUPANCY 1967		46	52		41	8	46	24

	1969	1968	1967
Establishments selected in sample	507	499	240
Correct responses received and tabulated	397	388	133
Correct responses in per cent of selected sample	78%	78%	55%

AND TYPE OF ESTABLISHMENT IN PER CENT - July, 1969

VACATION AREAS	% Response	Total	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Other
(1) Essex-Kent	68								
(2) Lambton-Sarnia	81								
(3) Central Erie	68								
(4) Mid-Western	95								
Average Group Occupancy District (1)		69	64	44	72	52	90	51	61
(19) Grey-Bruce	96								
Average Group Occupancy District (2)		74	52	48	87	69	78	86	n/a
(5) Niagara-Iroquoia	84								
Average Group Occupancy District (3)		59	56	n/a	59	75	96	69	79
(6) Metropolitan	66								
(9) Great Pine Ridge	38								
Average Group Occupancy District (4)		68	65	80	84	53	94	59	29
(7) Huronia-Lake Simcoe	88								
(18) Muskoka	98								
Average Group Occupancy District (5)		65	58	58	76	61	74	57	37
(8) Kawartha Lakes	90								
(17) Highlands of Haliburton	100								
Average Group Occupancy District (6)		70	61	55	64	54	84	35	n/a
(10) Bay of Quinte	77								
(11) Hastings	73								
(12) Rideau Lakes - 1000 Islands	67								
(13) Seaway Valley	62								
Average Group Occupancy District (7)		74	68	51	79	68	88	44	97
(14) Lower Ottawa Valley	79								
(15) Upper Ottawa Valley	96								
(16) Madawaska Valley	85								
Average Group Occupancy District (8)		69	65	81	72	65	76	67	56
(20) Parry Sound Almaguin Highlands	47								
(21) Algonquin Park	100								
(22) Nipissing	56								
(23) Sudbury	62								
(24) Manitoulin	50								
(25) Algoma	55								
(26) Golden Route-101	63								
(27) Timiskaming	38								
(28) James Bay Frontier	67								
Average Group Occupancy District (9)		71	67	n/a	72	52	82	73	n/a
(29) Upper Lake Superior	63								
(30) Rainy River	62								
(31) Lake of the Woods	57								
(32) Patricia	84								
Average Group Occupancy District (10)		61	74	31	86	42	46	72	56
AVERAGE TOTAL OCCUPANCY 1969		67	64	58	71	58	77	62	62
AVERAGE TOTAL OCCUPANCY 1968		70	62	47	73	70	84	60	68
AVERAGE TOTAL OCCUPANCY 1967		68	68	54	75	56	74	52	56

	1969	1968	1967
Establishments selected in sample	881	902	943
Correct responses received and tabulated	672	669	685
Correct responses in per cent of selected sample	76%	74%	73%

AVERAGE TOTAL OCCUPANCY OF ALL ONTARIO TOURIST ESTABLISHMENTS
BY TYPE OF ESTABLISHMENT FOR JANUARY 1967, 1968, 1969 - IN PER CENT

TABLE III

Year	Total All Types of Establishments	Hotel				
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage
1967	46%	52	-	41	8	46
1968	46%	49	59	39	17	n/a
1969	49%	54	59	38	14	n/a
						24
						54
						25

AVERAGE TOTAL OCCUPANCY OF ALL ONTARIO TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT, JANUARY 1968, 1969

Average Total Occupancy	Year	Hotel				
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage
a) 30 or more rental units	1968	53%	83	43	20	n/a
	1969	57%	63	32	23	n/a
						50
						n/a
b) 29 or less rental units	1968	40%	36	37	15	1
	1969	46%	53	41	12	n/a
						56
						25

J a n u a r y		
	1967	1968
Establishments selected for sample		
Correct responses received and tabulated	240	499
Correct responses in per cent of selected sample	55%	78%
		507
		397
		78%

AVERAGE TOTAL OCCUPANCY OF ALL ONTARIO TOURIST ESTABLISHMENTS
BY TYPE OF ESTABLISHMENT FOR JULY 1967, 1968, 1969 - IN PER CENT

Year	Total All Types of Establishments	Hotel		Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)							
1967	68%	68		54	75	56	74	52	56
1968	70%	62		47	73	70	84	60	68
1969	67%	64		58	71	58	77	62	62

AVERAGE TOTAL OCCUPANCY OF ALL ONTARIO TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT, JULY 1968, 1969

Average Total Occupancy	Year	Hotel		Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)					
a) 30 or more rental units	1968	65%	56	84	81	94	100	100
	1969	66%	71	77	58	-	96	60
b) 29 or less rental units	1968	57%	40	70	65	84	59	63
	1969	60%	40	69	57	77	60	62

	J u l y	
	1967	1968
Establishments selected for sample	943	902
Correct responses received and tabulated	685	669
Correct responses in per cent of selected sample	73%	74%

AVERAGE TOTAL OCCUPANCY

of

TOURIST ESTABLISHMENTS

BY TYPE OF ESTABLISHMENT

ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE

a) 30 or More Rental Units

b) 29 or Less Rental Units

IN PER CENT

DISTRICTS 1 - 10

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT
JANUARY 1968, 1969 - DISTRICT I (Essex-Kent, Lambton-Sarnia, Central Erie, Mid-Western)

TABLE V

Year	Total All Types of Establishments	Hotel		Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)					
1968	49%	51	17	48	n/a	n/a	n/a	28
1969	53%	60	40	38	n/a	n/a	n/a	n/a

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT
JANUARY 1968, 1969 - DISTRICT I (Essex-Kent, Lambton-Sarnia, Central Erie, Mid-Western)

Average Total Occupancy	Year	Hotel		Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)					
a) 30 or more rental units	1968	50%	n/a	58	n/a	n/a	n/a	n/a
	1969	60%	n/a	31	n/a	n/a	n/a	n/a
b) 29 or less rental units	1968	51%	17	44	n/a	n/a	n/a	28
	1969	61%	40	42	n/a	n/a	n/a	n/a

TABLE VI

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT
 JULY 1967, 1968, 1969 -DISTRICT I (Essex-Kent, Lambton-Sarnia, Central Erie, Mid-Western)

Year	Total All Types of Establishments	Hotel		Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)					
1967	64%	61	49	73	34	69	28	45
1968	68%	61	60	76	31	82	58	43
1969	69%	64	44	72	52	90	51	61

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
 ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT

JULY 1968, 1969 - DISTRICT I (Essex-Kent, Lambton-Sarnia, Central Erie, Mid-Western)

Average Total Occupancy	Year	Hotel		Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)					
a) 30 or more rental units	1968	62%	n/a	86	n/a	81	n/a	n/a
	1969	62%	n/a	75	n/a	n/a	n/a	n/a
b) 29 or less rental units	1968	56%	60	71	31	83	58	43
	1969	70%	44	69	52	90	51	61

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT
JANUARY 1968, 1969 - DISTRICT 2 (Grey - Bruce)

TABLE VII

Year	Total All Types of Establishments	Hotel		Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)					
1968	47%	27	68	55	34	n/a	71	n/a
1969	46%	22	58	55	44	n/a	n/a	n/a

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT
JANUARY 1968, 1969 - DISTRICT 2 (Grey-Bruce)

Average Total Occupancy	Year	Hotel		Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)					
a) 30 or more rental units	1968	37%	74	98	34	n/a	n/a	n/a
	1969	37%	56	61	44	n/a	n/a	n/a
b) 29 or less rental units	1968	23%	48	49	29	n/a	71	n/a
	1969	17%	62	54	n/a	n/a	n/a	0

TABLE VIII

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT
JULY 1967, 1968, 1969-DISTRICT 2 (Grey-Bruce)

Year	Total All Types of Establishments	Hotel		Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (LLB)						
1967	62%	36		59	67	66	69	74	17
1968	75%	40		41	83	71	87	95	74
1969	74%	52		48	87	69	78	86	n/a

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
 ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT
JULY 1968, 1969 - DISTRICT 2 (Grey-Bruce)

Average Total Occupancy	Year	Hotel		Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (LLB)						
a) 30 or more rental units	1968	35%		50	n/a	99	n/a	n/a	n/a
	1969	93%		62	81	64	n/a	n/a	n/a
b) 29 or less rental units	1968	55%		26	83	65	87	95	74
	1969	45%		15	88	n/a	78	86	n/a

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT
JANUARY 1968, 1969 - DISTRICT 3 (Niagara - Iroquoia)

TABLE IX

Year	Total All types of Establishments	Hotel		Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)					
1968	34%	40	n/a	27	1	n/a	n/a	n/a
1969	31%	32	84	29	n/a	n/a	n/a	0

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT
JANUARY 1968, 1969 - DISTRICT 3 (Niagara - Iroquoia)

Average Total Occupancy	Year	Hotel		Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)					
a) 30 or more rental units	1968	40%	n/a	30	n/a	n/a	n/a	n/a
	1969	32%	n/a	14	n/a	n/a	n/a	n/a
b) 29 or less rental units	1968	40%	n/a	25	1	n/a	n/a	n/a
	1969	34%	84	36	n/a	n/a	n/a	0

TABLE X

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT
JULY 1967, 1968, 1969-DISTRICT 3 (Niagara-Iroquoia)

Year	Total All Types of Establishments	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Other
1967	69%	72	n/a	69	52	85	52	66
1968	67%	64	n/a	70	62	79	59	100
1969	59%	56	n/a	59	75	96	69	79

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
 ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT
JULY 1968, 1969 - DISTRICT 3 (Niagara-Iroquoia)

Average Total Occupancy	Year	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Other
a) 30 or more rental units	1968 1969	67% 60%	n/a n/a	81 69	n/a n/a	n/a n/a	n/a n/a	100 n/a
b) 29 or less rental units	1968 1969	59% 50%	n/a n/a	63 54	62 75	79 96	59 69	n/a 69

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT
JANUARY 1968, 1969 - DISTRICT 4 (Metropolitan, Great Pine Ridge)

TABLE XI

Year	Total All Types of Establishments	Hotel		Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)					
1968	60%	62	62	54	0	n/a	n/a	2
1969	68%	70	80	50	n/a	n/a	n/a	8

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT
JANUARY 1968, 1969 - DISTRICT 4 (Metropolitan, Great Pine Ridge)

Average Total Occupancy	Year	Hotel		Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)					
a) 30 or more rental units	1968	62%	98	n/a	n/a	n/a	n/a	n/a
	1969	71%	88	59	n/a	n/a	n/a	n/a
b) 29 or less rental units	1968	60%	21	54	0	n/a	n/a	2
	1969	62%	39	43	n/a	n/a	n/a	8

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT
JULY 1967, 1968, 1969-DISTRICT 4 (Metropolitan, Great Pine Ridge) TABLE XII

Year	Total All Types of Establishments	Hotel		Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)					
1967	75%	75	58	70	n/a	100	55	12
1968	68%	67	64	62	62	91	65	33
1969	68%	65	80	84	53	94	59	29

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
 ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT
JULY 1968, 1969 - DISTRICT 4 (Metropolitan, Great Pine Ridge)

Average Total Occupancy	Year	Hotel		Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)					
a) 30 or more rental units	1968	68%	71	93	27	n/a	n/a	n/a
	1969	64%	93	87	n/a	n/a	n/a	n/a
b) 29 or less rental units	1968	55%	54	59	100	91	65	33
	1969	78%	32	76	53	94	59	29

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT
JANUARY 1968, 1969 - DISTRICT 5 (Huronia - Lake Simcoe, Muskoka)

TABLE XIII

Year	Total All Types of Establishments	Hotel					Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge				
1968	39%	44	43	42	20	n/a	n/a	n/a	49
1969	48%	52	49	48	21	n/a	n/a	n/a	5

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT
JANUARY 1968, 1969 - DISTRICT 5 (Huronia - Lake Simcoe, Muskoka)

Average Total Occupancy	Year	Hotel					Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge				
a) 30 or more rental units	1968	46%	33	n/a	16	n/a	n/a	n/a	n/a
	1969	50%	48	n/a	n/a	n/a	n/a	n/a	n/a
b) 29 or less rental units	1968	40%	48	42	24	n/a	n/a	n/a	49
	1969	54%	51	48	21	n/a	n/a	n/a	5

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT

JULY 1967, 1968, 1969 - DISTRICT 5 (Huronias-Lake Simcoe, Muskoka)

TABLE XIV

Year	Total All Types of Establishments	Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Other
1967	65%	56	n/a	91	64	67	36	62
1968	72%	54	28	81	81	81	56	64
1969	65%	58	58	76	61	74	57	37

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT

ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT

JULY 1968, 1969 - DISTRICT 5 (Huronias - Lake Simcoe, Muskoka)

Average Total Occupancy	Year	Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Other
a) 30 or more rental units	1968	54%	49	n/a	81	100	100	n/a
	1969	64%	68	n/a	57	n/a	n/a	n/a
b) 29 or less rental units	1968	54%	5	81	80	79	52	64
	1969	53%	51	76	66	74	53	37

TABLE XV
AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT
JANUARY 1968, 1969 - DISTRICT 6 (Kawartha Lakes, Highlands of Haliburton)

Year	Total All Types of Establishments	Hotel				
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage
1968	36%	41	34	39	3	n/a
1969	39%	50	40	35	8	n/a
						31 n/a

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT
JANUARY 1968, 1969 - DISTRICT 6 (Kawartha Lakes, Highlands of Haliburton)

Average Total Occupancy	Year	Hotel				
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage
a) 30 or more rental units	1968 1969	45% 60%	n/a n/a	n/a n/a	n/a 5	n/a n/a
b) 29 or less rental units	1968 1969	35% 32%	34 40	39 35	3 10	n/a n/a
						31 n/a

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT
JULY 1967, 1968, 1969 - DISTRICT 6 (Kawartha Lakes, Highlands of Haliburton)

TABLE XVI

Year	Total All Types of Establishments	Hotel		Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)					
1967	63%	73	29	67	49	75	46	9
1968	78%	63	42	66	72	88	69	51
1969	70%	61	55	64	54	84	35	n/a

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT
JULY 1968, 1969 - DISTRICT 6 (Kawartha Lakes, Highlands of Haliburton)

Average Total Occupancy	Year	Hotel		Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)					
a) 30 or more rental units	1968	57%	n/a	n/a	92	n/a	n/a	n/a
	1969	72%	n/a	n/a	50	n/a	n/a	n/a
b) 29 or less rental units	1968	71%	42	66	59	88	69	51
	1969	44%	55	64	58	84	35	n/a

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT
JANUARY 1968, 1969 - DISTRICT 7 (Bay of Quinte, Hastings, Rideau Lakes - 1000 Islands, Seaway Valley)

TABLE XVII

Year	Total All Types of Establishments	Hotel				
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage Cabin Other
1968	41%	45	52	36	n/a	n/a n/a n/a
1969	34%	34	35	33	n/a	n/a n/a n/a

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT
JANUARY 1968, 1969 - DISTRICT 7 (Bay of Quinte, Hastings, Rideau Lakes - 1000 Islands, Seaway Valley)

Average Total Occupancy	Year	Hotel				
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage Cabin Other
a) 30 or more rental units	1968	44%	n/a	22	n/a	n/a n/a n/a
	1969	37%	36	11	n/a	n/a n/a n/a
b) 29 or less rental units	1968	48%	52	43	n/a	n/a n/a n/a
	1969	18%	30	39	n/a	n/a n/a n/a

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT
 JULY 1967, 1968, 1969 - DISTRICT 7 (Bay of Quinte, Hastings, Rideau Lakes - 1000 Islands, Seaway Valley)

TABLE XVIII

Year	Total All Types of Establishments	Hotel		Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)							
1967	68%	73		50	74	43	70	65	79
1968	73%	63		37	71	61	87	76	100
1969	74%	68		51	79	68	88	44	97

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
 ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT
 JULY 1968, 1969 - DISTRICT 7 (Bay of Quinte, Hastings, Rideau Lakes - 1000 Islands, Seaway Valley)

Average Total Occupancy	Year	Hotel		Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)							
a) 30 or more rental units	1968	63%		n/a	80	n/a	n/a	n/a	n/a
	1969	73%		54	77	n/a	n/a	88	n/a
b) 29 or less rental units	1968	62%		37	69	61	87	76	100
	1969	49%		29	79	60	88	35	97

TABLE XIX
AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT
JANUARY 1968, 1969 - DISTRICT 8 (Lower Ottawa Valley, Upper Ottawa Valley, Madawaska Valley)

Year	Total All Types of Establishments	Hotel					Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge				
1968	60%	60	94	49	n/a	0	n/a	n/a	68
1969	49%	46	59	50	n/a	n/a	n/a	n/a	n/a

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT
JANUARY 1968, 1969 - DISTRICT 8 (Lower Ottawa Valley, Upper Ottawa Valley, Madawaska Valley)

Average Total Occupancy	Year	Hotel					Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge				
a) 30 or more rental units	1968	63%	94	45	n/a	n/a	n/a	n/a	50
	1969	47%	59	47	n/a	n/a	n/a	n/a	n/a
b) 29 or less rental units	1968	44%	n/a	52	n/a	0	n/a	n/a	87
	1969	43%	n/a	51	n/a	n/a	n/a	n/a	n/a

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT
JULY 1967, 1968, 1969 - DISTRICT 8 (Lower Ottawa Valley, Upper Ottawa Valley, Madawaska Valley)

TABLE XX

Year	Total All Types of Establishments	Hotel				
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage Cabin Other
1967	70%	65	89	78	80	66 57 79
1968	67%	58	35	78	92	81 56 61
1969	69%	65	81	72	65	76 67 56

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT
JULY 1968, 1969 - DISTRICT 8 (Lower Ottawa Valley, Upper Ottawa Valley, Madawaska Valley)

Average Total Occupancy	Year	Hotel				
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage Cabin Other
a) 30 or more rental units	1968 1969	59% 70%	35 81	80 76	n/a n/a	n/a n/a n/a 8
b) 29 or less rental units	1968 1969	52% 49%	n/a n/a	77 70	92 65	81 56 61 76 67 80

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT
JANUARY 1968, 1969 - DISTRICT 9 (Parry Sound, Algonquin Park, Nipissing, Sudbury, Manitoulin, Algoma,
 Golden Route-101, Timiskaming, James Bay Frontier)

TABLE XXI

Year	Total All Types of Establishments	Hotel				
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage
1968	38%	41	48	27	n/a	100
1969	47%	49	57	43	14	n/a
						n/a
						0

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
 ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT
JANUARY 1968, 1969 - DISTRICT 9 (Parry Sound, Algonquin Park, Nipissing, Sudbury, Manitoulin, Algoma,
 Golden Route-101, Timiskaming, James Bay Frontier)

Average Total Occupancy	Year	Hotel				
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage
a) 30 or more rental units	1968	49%	n/a	45	n/a	n/a
	1969	54%	n/a	49	n/a	n/a
b) 29 or less rental units	1968	34%	48	15	n/a	100
	1969	45%	57	42	14	n/a
						0

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT

TABLE XXII

JULY 1967, 1968, 1969 - DISTRICT 9 (Parry Sound, Algonquin Park, Nipissing, Sudbury, Manitoulin, Algoma,
Golden Route-101, Timiskaming, James Bay Frontier)

Year	Total All Types of Establishments	Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Other
1967	73%	67	7	77	76	78	80	29
1968	73%	59	57	74	79	86	25	n/a
1969	71%	67	n/a	72	52	82	73	n/a

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT

ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT

JULY 1968, 1969 - DISTRICT 9 (Parry Sound, Algonquin Park, Nipissing, Sudbury, Manitoulin, Algoma,
Golden Route - 101, Timiskaming, James Bay Frontier)

Average Total Occupancy	Year	Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Other
a) 30 or more rental units	1968	68%	n/a	89	n/a	n/a	n/a	n/a
	1969	70%	n/a	96	44	n/a	n/a	n/a
b) 29 or less rental units	1968	53%	57	69	79	86	25	n/a
	1969	66%	n/a	66	54	82	73	n/a

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT
 JANUARY, 1968, 1969 - DISTRICT 10 (Upper Lake Superior, Rainy River, Lake of the Woods, Patricia)

TABLE XXIII

Year	Total All Types of Establishments	AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT				
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage
1968	34%	42	31	16	n/a	n/a
1969	36%	44	76	22	6	n/a
						60 n/a

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
 ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT
 JANUARY 1968, 1969 - DISTRICT 10 (Upper Lake Superior, Rainy River, Lake of the Woods, Patricia)

Average Total Occupancy	Year	AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT				
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage
a) 30 or more rental units	1968	50%	n/a	49	n/a	n/a
	1969	50%	n/a	14	n/a	n/a
b) 29 or less rental units	1968	32%	31	12	n/a	n/a
	1969	30%	76	29	6	n/a
						60 n/a

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT - IN PER CENT
JULY 1967, 1968, 1969 - DISTRICT 10 (Upper Lake Superior, Rainy River, Lake of the Woods, Patricia)

TABLE XXIV

Year	Total All Types of Establishments	Hotel		Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)					
1967	62%	66	67	81	35	78	70	40
1968	62%	66	45	80	37	66	67	70
1969	61%	74	31	86	42	46	72	56

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT
JULY 1968, 1969 - DISTRICT 10 (Upper Lake Superior, Rainy River, Lake of the Woods, Patricia)

Average Total Occupancy	Year	Hotel		Motel	Lodge	Cottage	Cabin	Other
		Motor Hotel (LLB)	Hotel (Not LLB)					
a) 30 or more rental units	1968	70%	n/a	82	41	n/a	n/a	n/a
	1969	78%	n/a	80	66	n/a	n/a	n/a
b) 29 or less rental units	1968	62%	45	80	37	66	67	70
	1969	63%	31	87	39	46	72	56

APPENDIX I

SAMPLING CARD

Number_____

Name of Establishment_____

Address_____

Vacation Area_____

PLEASE INDICATE MAIN TYPE OF ESTABLISHMENT OPERATED:

Hotel, Motor Hotel (L.L.B.)	<input type="checkbox"/>	Cottage	<input type="checkbox"/>
Hotel	<input type="checkbox"/>	Cabin	<input type="checkbox"/>
Motel	<input type="checkbox"/>	Campsite	<input type="checkbox"/>
Resort-Lodge (A.P.)	<input type="checkbox"/>	Other	<input type="checkbox"/>

PLEASE COMPLETE THE FOLLOWING FOR THE WEEK OF:

_____(Inclusive)

If you have more than one type of rental unit in your establishment,
please name and give their occupancy separately:

Type of Establish- ment	Units Avail- able	NUMBER OF UNITS OCCUPIED ON:						
		Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	Sun.
1								
2								
3								

Note: For the purpose of this survey a room is to be considered fully occupied even if being used
by only 1 person.

PLEASE RETURN COMPLETED CARD AS SOON AS POSSIBLE AFTER SURVEY DATE. THANK YOU.



3 1761 11546880 3